

**HIGHLAND MAIN STREET MEETING**  
**Town of Highland 3333 Ridge Road Highland, Indiana 46322**  
**December 3, 2015 MINUTES**

**Call to Order**

At 7:40 PM, the Highland Main Street (HMS) meeting was called to order by Dawn Diamantopoulos in the Upper Conference Room of the Highland Municipal building located at 3333 Ridge Road.

**Roll Call:**

The following members of the 2015 Highland Main Street Board were present: Dawn Diamantopoulos, Marion Case, Jim Kessler, and Redevelopment Director Cecile Petro. Dan Dunn, Jen Duncan, Alicia Rosignol, Mario DeGeorge, Tracy Oprea, and Marie Russo were absent. Others present included Rhiannon Cizon, Lee Kause, Julie Larson, and Theresa Pecsek on the telephone.

**Minutes:**

Minutes from the August 6, 2015, September 3, 2015, October 1, 2015 and November 5, 2015 meetings were not approved due to the lack of a quorum.

**Tree Lighting Ceremony on November 28, 2015**

Rhiannon Cizon, chair of the Caroling Committee stated the caroling at the Tree Lighting ceremony was a success. There were many individuals and families who attended and joined in the singing. Rhiannon and Jodi Pesich will begin working on the Tree Lighting caroling early next year. They will try to acquire more musicians to perform, work with schools to interest them in participating, and increase the publicity with more ads and the use of social media. She and Jodi will look into providing coffee and other treats. The number of printed flyers (50) and song booklets (50) were sufficient.

**Town Theatre Memberships**

No report.

**Town Theatre Volunteers**

No report.

**Town Theatre Fundraiser**

The group concurred that the fundraiser was well organized and many people seemed to prefer this venue over the venue at the first fund raiser. The following committees reported:

Membership and Merchandise Table—The group suggested that the Town Theatre Board extend the 2015 Founding Membership into 2016. New fund raising events are planned for next year including a possible quiz night and bowling event.

Silent Auction—Marion reported that a profit of \$1,286 was made on twenty seven (27) silent auction items. One item had no buyer, however, eight (8) items were sold for more than stated value. The average of the rest of the items (26) demonstrated that the money received from the auction items was 81% of stated value.

Beverage Tickets—no report.

Logistics—Dawn and Rhianan reported that the layout and lighting was much better at this event.

Everyone thanked those who worked on the event to make it successful.

### **Art Display**

Joanna Smith completed the Fall Art Display with artwork from Our Lady of Grace's elementary schools. Mike Vanes took the art down and returned it to the town hall.

### **Annual Report to the State**

Cecile requested everyone's volunteer hours over the past year. A report to the state must be made in January and volunteer hours are a part of that report.

### **Goals for 2016**

1. Town Theater
  - a. Promote economic development around the theater by participating in the Art/Cultural District meetings.
  - b. Sell the Robert Brasher painting as a limited print to benefit the theater project.
  - c. Find a way to utilize the old projectors as art in Downtown Highland.
  - d. Set up a method of sustained funding for the theatre.
  - e. Working with the Town Theatre Board, establish and populate all Theatre committees.
2. Student Art Displays
  - a. Two art displays will be placed in the downtown business windows to display student art.
  - b. Increase marketing efforts to encourage more foot traffic in the downtown.
3. Pop-Up Galleries
  - a. Hold one pop-up Gallery. Rhiannon offered to display her college graduate level exhibit in October 2016 along with another artist.
  - b. Explore new avenues to promote the events to feature both the artists and the space.
4. Façade Improvement Program
  - a. Feature businesses that have already received the grant in articles about the program on Facebook and in the media.
  - b. Begin 2 new façade projects in 2016.
5. Cash Mobs
  - a. Hold 2 cash mobs. (Art Place on Ridge/Highway will be contacted)
  - b. Work on marketing the mobs to increase attendance.
6. Festival of the trail
  - a. Hold the festival in October in coordination with the Fire Department Open House and the School Town of Highland Athletic Boosters again.
  - b. Increase marketing, participation, and invite other towns to hold a festival.
  - c. Work on promoting the sidewalk sale to increase business in town.
  - d. Have 20 booths or more of art, music, dance, and fitness.
7. Parking lot improvement project
  - a. Review submitted plan with the Arts/Cultural District committee for their input.
8. The Rookery
  - a. Improve access to the Rookery area.

- b. Continue to work with the Little Calumet river Basin Commission and NIPSCO to develop access from the NIPSCO parking lot up to the Levee.
  - c. Explore the possibility of providing parking and trail at the site.
- 9. Tree Lighting event
  - a. Work again with HGS to hold a Holiday Sing-a-long/Caroling at the November Tree Lighting Event.
  - b. Improve the culture of the event by offering a local Dutch treat and beverages.
  - c. Add some type of art or dance to the event.
- 10. MWBE
  - a. Promote MWBE Certification to our Downtown Businesses.
- 11. Christkindlmarket
  - a. Contact local churches and Strack & VanTil's to see if they would be interested in co-hosting event.
  - b. Explore other locations for a Chriskindlmarket than have been suggested.
  - c. Julie Larson will begin to research for this event in January.
  - d. Town Council will be contacted as to whether or not alcohol could be served in the park.
- 12. Art Awareness
  - a. Provide an electronic newsletter on the arts in the region.
  - b. Request a volunteer to commit to updating the information in a timely manner.
  - c. Mark Mabrito at Purdue Calumet will be contacted as a resource.
- 13. Car Cruise
  - a. Provide a third annual car cruise.
  - b. Look at naming rights for business(es) to provide a large sponsorship.
- 14. Increase the number of retail establishments in the downtown.
  - a. Develop a program that will assist new retail businesses in getting started.
  - b. Model the program after other retail programs throughout the U.S.
- 15. Discount Coupon Program
  - a. Continue to provide discount coupons from downtown and other Highland businesses to students who perform in the arts or create visual art.
- 16. Membership
  - a. Increase board membership in HMS by four.
- 17. Town Laureate
  - a. A Committee will be formed and act as a panel of judges to develop guidelines.
  - b. One person will be chosen each year to represent Highland at various events.
- 18. Music in the Park
  - a. Musicians will continue to play during the Farmers' Market each Saturday.
- 19. Starting time for HMS meetings will be 6:30 PM.

The meeting adjourned at 8:50 PM.